

# Canderel & Equal Public Relations & Positive Advocacy Drive 2008

## INTRODUCTION

The Fore Good Group awarded Livewired PR with its Public Relations account in 2008. We were tasked with intense strategic objectives including perception and crisis management, partnerships, corporate and social responsibility in addition to significant results targets.

## OBJECTIVES

Our key objectives were to focus on channel and shopper satisfaction, displaying real category captaincy (leading by example), lower reliance on traditional media and high-end sponsorships, increased focus on the Equal brand and a key driver - a consummate and intense positive advocacy approach (health and safety).

## CHALLENGES

- In 2007 the sweetener category in certain channels was stagnating and fighting shrinking shelf space
- Unfounded rumours of the product's safety was under the spotlight
- Huge objectives set without the support previously gained from leveraging PR with heavy sponsorship investment of fashion events which saw Canderel win the PRISA PRISM Gold & FMCG Gold in 2007

## STRATEGY

As aspartame and sweeteners are widely used in a myriad of products, one of the stipulations from international was that we could not tackle the issue head-on, although the brands were clearly affected by the negativity. Livewired's key approaches were relationship marketing/communications with trade, consumer and health professionals in addition to positive advocacy (building perceptions) through partnerships, corporate social responsibility and media relations. A decision was taken to address the safety issue through positive association.

## VEHICLES

- |                                   |                                     |                               |
|-----------------------------------|-------------------------------------|-------------------------------|
| - Strategic Counsel               | - Market Research                   | - Media engagement programme  |
| - Content development & Editorial | - Media relationship building       | - Lobbying to interest groups |
| - Positive advocacy programme     | - Pink Link Breast Cancer alignment | - Diabetes SA alliance        |

## RESULTS

- |  |  |
|--|--|
| - Total press exposure value of R25 Million  | - Negative exposure contained                                    |
| - <b>Won 2009 Gold PRISM award in Consumer PR category</b>   | - Equal grew over 9% in value & 8% in volume                     |
| - Canderel maintained value share  | - Aspartame queries fielded by call centre dropped by over 40% - |
| - Sweetener category decline halted with the number of sweetener users on a nominal growth curve after 4 years of decline (Target Group Index) |  |



**We're a lifestyle brand.**  
With the emphasis being on life!

That's why we're proud patrons of PinkLink Breast Cancer Advocacy. And it's also why we're giving you the opportunity to gauge your risk with a free online breast cancer risk assessment test. It only takes 3 minutes, so do it today, and have a happier healthier tomorrow.

[Click here to take the assessment.](#)

Official lifestyle brand of  
**PinkLink**  
BREAST CANCER AWARENESS  
[www.pinklink.org.za](http://www.pinklink.org.za)

Life is delicious with  
**CANDEREL**



**DIABETES LIFESTYLE ROADSHOW '08**

**Your fast track to a happy, healthy life.**

Workshops by leading diabetes experts.

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Dis-Chem, OneFour, Sunlight, EQUAL

**NOMINATE YOUR FAVOURITE COFFEE SHOP AND WIN**

Cappuccino, Americano, latte, espresso... everyone has their favourite cup of Joe! Now, Marie Claire and Canderel invite you to vote for your favourite coffee hot spot. Tell us what makes YOUR favourite coffee shop so special and win!

**THE PRIZES**  
Get the name of your favourite coffee shop and win one of the coffee makers worth over R750 with the top 100. Prizes: Espresso Machine, Coffee Maker, Coffee Maker, 2000 minutes of heating, double boiler, pressure, perfect coffee like the life time.

**TO NOMINATE YOUR FAVE COFFEE SHOP**  
• Tell us its name and the district, and provide its street address.  
• Tell us, in no more than 50 words, why it is your favourite.  
• Email your nomination to [fr@ccomapp.co.za](mailto:fr@ccomapp.co.za) by 7 April 2008.

**THE PRIZES**  
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**Canderel supports Pink Link Breast Cancer Advocacy**

Canderel® has announced its patronage of the PinkLink Breast Cancer Advocacy which was formed to give patients and those affected by Breast Cancer a voice.

patients experience will be less traumatic and easier to cope with," says Samantha Gallier, Founder of PinkLink Breast Cancer Advocacy.

"Canderel is proud to be supporting such a paramount initiative. We believe that PinkLink's positive advocacy approach is unique and proactive with women's rights top of the agenda," says Jason Frichol Group Brand Strategist (Fore Good Investments) & Head of Marketing (MeriBrands).

Canderel® and PinkLink will soon be entering into their first initiative together, which is going to revolutionise breast cancer awareness and education.

This represents one of Canderel's first integrated cause marketing approaches, the aim is to bring perennial awareness of the issue and keeping it top-of-mind and not just highlighting the cause in a specific month.

Through ensuring positive change PinkLink will ensure the breast cancer

PinkLink takes an innovative approach to breast cancer, using advocacy to inform, educate and advise women of their rights.

"The dictionary definition of advocacy is 'arguing or pleading in favour of a cause'. Advocacy means taking responsibility for your situation through action.

We do this by firstly understanding all of the issues that affect the patient during breast cancer and thereafter we ensure transformation through lobbying for change.

Scientifically, Canderel is the number one of the PinkLink Breast Cancer Advocacy and Jason Frichol Group Brand Strategist (Fore Good Investments) & Head of Marketing (MeriBrands).

**News from Diabetes South Africa**

**Equal lends support to Diabetes SA**

One of South Africa's leading sweeter brands, Equal, announced its support for ongoing education and awareness programmes with Diabetes SA at the opening of their new offices.

"Diabetes SA has been an advocate and pillar of strength to the Diabetes community in South Africa for many years and we look forward to continuing our support of their initiatives this year. Diabetes is on the increase worldwide and we hope that our involvement will help Diabetes SA grow one step closer to achieving their goals for 2008," says Saul Rivkin, Experiential & Trade Marketing Manager (MeriBrands).

New data from the International Diabetes Federation (IDF) show that more than 230 million people, almost six percent of the world's adult population, now have type 2 diabetes.

"Diabetes SA has a mission statement of 'preventing diabetes, ease and support for all.' We do this by dealing with people who have both type 1 and type 2 diabetes whether they have medical aid or not," says Leigh Ann Bails, the National Office Manager of Diabetes SA.

**Diabetes SA's new offices are at:**  
Atrium Temosa, Office 104, 272 Oak Avenue, Ferndale, Randburg

Office hours are from 9am - 4pm Monday to Thursday and 9am - 1:00pm on Fridays.

For more information please call 011 886 2795 or for emergencies 079 313 3089 [www.diabetesa.co.za](http://www.diabetesa.co.za)



**The sweet life without the fat**

THE sweet things in life are the most tempting – a cup of coffee with a few heaped spoons of sugar, a big fat lump of cake, a huge slab of chocolate...

You can have it in your mouth without a twinge to your thighs. Fat sweeteners.

Sweetener powders with natural calories. They can help you lose and control weight and aren't too hard for your general health.

**What is a sweetener?**  
Sweeteners take called sugar substitutes scrub the sugar craving and help with weight loss.

They have low calories so you can drink lots of sweet tea or coffee without getting hungover.

Sweeteners together with a calorie controlled diet can help you manage your weight and also reduce the risk of type two diabetes and strokes.

**Are sweeteners safe for you?**  
More than 200 objective scientific studies have confirmed that aspartame (an artificial sweetener containing phenylalanine) is safe.

**Who can use them?**  
Sweeteners are safe for the general population.

Even women during pregnancy and lactation and people with diabetes and children can use them.

Are there any side effects?  
No. Aspartame is found in most diet sodas, healthiest sweet products, sugar-free products and just about everything sweet.

It's been used for years and has been thoroughly tested.

**What is an acceptable daily intake?**  
Acceptable daily intake (ADI) for aspartame is 40 mg/kg body weight.

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**Are there any side effects?**  
No. Aspartame is found in most diet sodas, healthiest sweet products, sugar-free products and just about everything sweet.

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**What is an acceptable daily intake?**  
Acceptable daily intake (ADI) for aspartame is 40 mg/kg body weight.

is set at 40 mg per kg of body weight a day. So, for example, a 70kg person could consume 2800 mg of aspartame sweetener every day from diet sodas, or drink at least 18 cans of aspartame-sweetened soft drinks a day for a lifetime, according to our health department.

**Can diabetics use sweeteners?**  
People with diabetes can use low calorie sweeteners because they don't raise blood glucose levels. And they don't count as carbohydrates or fat.

**Control or lose weight?**  
There is no other way to weight loss, being overweight is the result of eating more calories than you use in your daily activities.

Reduce the sugar and calorie content of your diet by:

- Using sweeteners instead of sugar, the cooking and baking, in tea and coffee and spread/over cereals, puddings and fruit.
- Replacing regular soft drinks and sodas with artificially sweetened ones.
- Choosing artificially sweetened products such as yogurt.

So next time you crave sugar, use a substitute that will help you live a healthy life. Sweeteners... WHI. Look it up. Healthline.com



**NORTH EASTERN TRIBUNE**  
Friday 25 May 2008, p. 13

**Take five minutes**  
*It could save your life...*

Set to revolutionise breast cancer awareness and education, PinkLink, a breast cancer advocacy organisation is launching the Five Minutes to Live initiative.

Samantha Galier launched the interactive online breast risk assessment tool this month as a first in South Africa, to quickly evaluate a woman's potential risk levels.

Canderel announced its patronage of the PinkLink breast cancer advocacy, which was formed to give patients and those affected by breast cancer a voice. "Through ensuring positive change, PinkLink will ensure the breast cancer patient's experience will be less traumatic and easier to cope with," said Gallier.

According to the National Breast Cancer Foundation, when breast cancer is detected early, the five year survival rate is 96 percent. As a survivor of breast cancer herself, Gallier saw the need for women to understand the importance of early detection. "I wanted to raise greater awareness around breast cancer and to encourage women to regularly self-examine themselves and to receive regular testing," she said.

Contact [www.canderel.co.za/pinklink](http://www.canderel.co.za/pinklink)



